

LENOLA DISLIKES 'CHEESE-BOX' TERM

Mass-Meeting to Protest at Designation of Their Homes

STRONG TERMS ARE USED

Residents of Lenola, N. J., plan a mass-meeting tonight to express resentment at the characterization "cheese-box houses" applied by some citizens of Moorestown to the type of dwellings going up in Lenola.

Louis Orfo is a resident of Lenola who is active in the protest, and he voiced today the feelings of himself, his neighbors, and the men and women of the neighboring settlement of Maple Shade upon the subject.

"It is an outrage to refer to our homes as 'cheese boxes,'" he said. "Cheese boxes" are they? and they were built, and are being built by the labor of our hands. We are doing as honest, upright American citizens, just what our forefathers did when they built their cabins in the wilderness, fought the Indians and reclaimed the land now so proudly owned by Moorestown people.

"Cheese boxes! There are the widows of heroic soldier dead living in those 'cheese boxes' in Lenola. These humble homes shelter women who have given their all, their husbands and their sons, that this may be a pleasant country to live in. And they are sneered at as living in 'cheese boxes,' by their richer neighbors. Richer in money, yes.

"I pay \$18 a month for my lot in Lenola. I am not ashamed to tell it. My 'cheese box' measures 14 by 30 feet, with an 8-by-14-foot kitchen extension. Is that a 'cheese box'? Now, that is a mighty nice bungalow. And let me tell you something. I am a former soldier. I was pensioned by the Government because an attack of Cuban fever incapacitated me. My wife is dead. I have three kiddies. I built this little house to shelter them. And they call it a 'cheese box.' Five generations of my family served in the United States Army.

"Many more men, veterans of this last war, men who risked everything, live in some of these 'cheese boxes.' I protest that the epithet 'cheese box' is an insult to every one of them, an insult hurled by the people who fear our advent will raise their tax rates. So we are going to meet and protest. For we have been hurt by these remarks."

Girl Injured in Fall

Falling from her bicycle at York and Leithgow streets last night, Elizabeth Berg, seven years old, of 2406 North Leithgow street, received injuries to the head. She was taken to St. Christopher's Hospital, where she will be held under observation to determine if her skull is fractured.

You should make friends with

ASCO Coffee

25^c lb

At all our Stores

AMERICAN



Clear your skin with Resinol

Ointment and Resinol Soap. They soothe the inflamed spots, reduce oiliness and usually produce a healthy complexion in a surprisingly short time. Try them and see.

Sold by all druggists

The Adelphia Roof

Moderate prices for good food; beautiful surroundings; cool breezes, 21 stories above the heated street; fine music; all these things have to do with the popularity of the Adelphia Roof Garden. A pleasant place, indeed, for Luncheon, Dinner or Supper.

Dancing 8.30 Till Closing

HOTEL ADELPHI CHESTNUT at 13th

Store Hours, 9 to 5

For Thursday

The Brunswick Records for July are Ready
2100 Cherie-Fox Trot \$85c
Just Keep a Thought for Me-Fox Trot
There's a Song Hit, too. 47 hearing rooms at Gimbel's seventh floor.

GIMBEL BROTHERS

MARKET · CHESTNUT · EIGHTH · NINTH

Prettiest bathing suits in town—at Gimbel's.

For Thursday

Gimbel Five-Million-Dollar Reduction Sale

Less to pay for nearly everything for personal use and the home. Back of this movement is the full power of the whole store to really serve--- to puncture any prices still too high and fetch them permanently lower; to do our full part in distributing with least waste. And these lowered prices are on staple, standard, fashionable goods---on pretty nearly everything. A "bargain" is not simply something at a low price, but a useful something at a real saving.

Tomorrow: Sale of 2280

MEN'S WHITE SOISETTE SHIRTS, \$2.15

Broad silk-stripe Soisette is about the next thing to silk in desirability for shirts. Cool, comfortable, serviceable. Size 13 1/2 to 17. Neckband. Soft cuffs. —Gimbels, First floor, Ninth Street

Tomorrow, Seamless Sheets

Woven to Look Like Linen Special at \$1.25

Size: Third Less 81x90: Than Last Year 81x90 Seamless } \$1.15

Sheets at— Bleached muslin. Bleached Pillow Cases: } 25c Half Price at— Size 45x36. No dressing. —Gimbels, Second floor

Tomorrow, Women's 12-Button

Milanes Silk Gloves, at \$1.25

Double-tipped finger ends. White, brown or pongee color.

Strap-Wrist Washable Chamoisette Gloves at— \$1.38

White and mode. Two uncommonly good glove specials! —Gimbels, First floor

Stamped Colored and White DRESSES For Children

Hundreds of them, for ages 1 to 12 years—samples and surplus lots of this season's productions—

Tomorrow at 35c to \$2.25

—being two or three dresses for the regular worth of one. —Gimbels, Third floor

Women's Dresses---a New

Georgette

—Very simple. —Very, very smart—

Tomorrow ---Special at \$29.75



Women's Georgette—Tailored Georgette—\$29.75

The kind of well-bred simplicity that achieves distinction. The kind of a dress splendid for mid-summer travelling—for week-ends—for shopping—for a little luncheon—for restaurant wear—for a motor-trip with a luncheon or dinner as part of the trip.

The Entire Under-Dress is of the Georgette, Too

—The same rich, heavy, crepe-grade. And the under-dress has a knee-high hem!

Just pleats. And a bit of bead fringe. Mostly street colors—and occasional soft, light shades. —Gimbels, Salons of Dress, Third floor

Tomorrow---Misses' Dresses

—the finer gingham in the new "Novelty Styles."

in a Sale-Group at \$16.75



Misses' Blue Gingham, White Figue, Red Trimming, \$16.75

Such as the model pictured—a fascinating redingote adaptation in big "club check" gingham; the fronts and the revers of fine pique; the revers and the cuffs and the front trimmed with scarlet; and a white leather perforated belt buckled around.

Also Sale-grouped at \$16.75

Organic. Tricolette. Crepes de chine.

A Wonderful Group at \$8.95

Cool blue-and-white and blue-and-gold cotton voiles—organdie-trimmed. And wonderful gingham—all checks. —Gimbels, Salons of Dress, Third floor

Lace-Frilled

Net Vestees Tomorrow at \$1

Value \$1.50 Soft fine net—"pinch" tucked. Val. lace-trimmed—picture shows how. White and ecru. —Gimbels, First floor

Tomorrow

Hand-Embroidered Madeira Linens

A full third less than usual— 18-in. Center Pieces, \$2.75, \$3.50 and \$4. Bureau Scarfs, three sizes, \$5, \$6, \$6.75. Tea or Luncheon Cloths, round, 54-in., \$11.50, \$15, \$19.50 and up to \$40. —Gimbels, Linens, Second floor

Transparent White

Dotted Swisses With Guaranteed Permanent Finish

that will remain as true after washing and ironing as before. Just the correct weight that does not require the use of starch.

These are the genuine Swisses imported from St. Gall. White; several size dots—medium and small. 30-in. wide.

Tomorrow 75c a Yard

New Printed Chiffon Voiles, 28c a yd.

The summer's good patterns. Light and the popular dark street designs.

Ginghams at 22c a Yard

are reasonable—especially these qualities. Smart patterns in fast colors—a good assortment for women's and children's dresses. 38-in. wide. —Gimbels, Second floor

SILKS—The Canton Crepe Every Smart Woman Is Wearing, Sale Priced Tomorrow at \$2.50

Heavy—lustrous—rich crepe. Honeydew, seal and Havana brown, navy, sand, cinder, copper, peacock, two shades of jade, sapphire, white and black. 40-inch.

Gimbels, Silk Salons, Second floor

Again! Wonderful Hand-Made Batiste Waists— Tomorrow Half-Price at \$2.95

Half-a-doren styles. All exquisitely hand-hemstitched in most effective patterns. A particularly smart cut. Long sleeves. All sizes. —Gimbels, Salons of Dress, Third floor

Every Boy Needs a Cool Suit

Panamas or Palm Beach Tomorrow at \$8.75 to \$10

Wonderfully firm material, tailored for coolness—no unnecessary weight anywhere. Snappy Norfolk—the new gray and tan colorings. Live leather belt with each suit. Ages 6 to 18. Boys' Norfolk Suits Now \$14.50—Values to \$30 Many with extra pair of full-lined knickers. Manufacturers' surplus. Ages 8 to 18. —Gimbels, Third floor

Gillette Razors

Tomorrow at 75c

Collapsible Pocket-Style Complete With 3 Blades

Helping to dispose of the surplus of the old-style razors the company over-produced. —Gimbels, Toilet Goods Section, First Floor

Pittsburgh Oscillating Electric Fans

10-inch Tomorrow \$15

Regularly \$22.50

These have the "Universal" motor and work on direct or alternating current; complete with cord and plug. Fifty of these Pittsburgh 10-inch Electric Fans at \$15, instead of \$22.50. —Gimbels, Fourth Floor

\$1 Does the Full Work \$1.50 and \$1.75 Did Last Year in Muslin Underwear

And these are proof conclusive; White Nainsook Envelope Chemises at \$1—adorably cut; adorably trimmed—yes, the backs are as elaborately trimmed as last year's \$2 chemises! Nightgowns—lacy or embroidery-trimmed, \$1. And Wonderful Petticoats—with most effective flouncings, \$1. —Gimbels, Second floor



\$57.50 Dinner Sets Tomorrow \$35

106 Pieces—Open Stock Pattern—For Replacements and Additions

One of the conspicuous specials in the Store's \$5,000,000 Reduction Sale. Each set has half-mat coin-gold handles; each piece is full gold-lined with rich 3-color border design; one of the Gimbel open-stock lines; the well-known "America" shape—Pattern No. 20499; first quality. \$35 a set.

500 Pieces Left of 2000 Cut Glass Articles 2 to 4 Pieces for the Price of One

All are "firsts." Flower Vases, at \$1 to \$7.50. Water Jugs, at \$1.95 to \$4.95. Berry Bowls, at \$1.50 to \$4.95. Bonbons, Nappies, at \$1. Celery Trays, at \$1 to \$2.50. Teacup and Saucer } 15c Blue Bird Decoration } pr. \$1.80 a dozen. Worth \$6.35. These are medium weight. —Gimbels, Fourth floor

Good News—Tomorrow for Men

1200 Men's and Young Men's Palm Beach Suits

For Hot Weather Wear \$17.50 and \$20 Values Sale Price, \$12.50

Up-to-date models. Brand new, spick span for boardwalk wear. Single- and double-breasted coats. Pin-stripes and neat checks. Blues, grays, browns and sand. Sizes 32 to 48. Plenty of long, shorts and stouts, as well as the regular cuts. —Gimbels, Subway Store

Boys' Wash Suits Tomorrow At \$1.45 and \$2.25

Save You One-third to One-half Middies, Norfolk, Oliver Twist and Junior models. Plain and fancy colors to choose from. Sizes 2 1/2 to 9 years. Boys' \$1 Blouses Special at 69c Madras, percales and sturdy gingham. Sports collar attached or neckbands. Sizes 6 to 16 years. Boys' Tub Knickers of the best washing woven fabrics. At 85c. Sizes 7 to 16 years. —Gimbels, Subway Store

In the Subway Store

Sale of 3000 Girls' Dresses Tomorrow at 75c

Chambrays, Gingham, Linens. Twelve styles. And dozens and dozens of "samples," besides! "Regulation" models. And styles with great big pockets. And sashes—and hand-embroidery. And buttons. 6- to 14-year sizes.

Twenty-five Styles in Intermediate Girls' Dresses at \$1.50

Splendid quality cotton voiles. Plaid gingham. And the smart big checks. 12, 14 and 16 year sizes. —Gimbels, Subway Store



Another Big Subway Store Special In the June Silk Sale

\$2 Satins Tomorrow at \$1.45 yd.

Fifteen leading colors to choose from. 36 inches wide. —Gimbels, Subway Store

Mignonette Overblouses

Tomorrow at \$2.35—Half Price

Pretty styles in the bright colors that girls and young women want for summer. Neptune, Tangerine, Zinc, Rattan, Tomato and the softer Copenhagen blue and flesh pink; also white. —Gimbels, Subway Store

Figured Japanese Grass Rugs

Pretty novelty effects, double warp kinds. 9x12 feet, \$6.00 Reg. \$11.50 8x10 feet, \$5.00 Reg. \$9.50 —Gimbels, Subway Store

Seamless Bleached Sheets

Tomorrow at Half of Year-Ago Prices

54x90 in., at 68c 63x90 in., at 95c 72x90 in., at \$1.08 81x90 in., at \$1.15 Pillow Cases in the most wanted size, 48x36 } 19c each inches. Half price —Gimbels, Subway Store